

# FOCUS Magazines

## Over Wyre Focus ~ & ~ Garstang Focus

Knott End – Preesall – Pilling – Stalmine – Hambleton  
Scorton – Cabus – Garstang – Catterall  
Bonds – Bowgreave – St Michaels – Churchtown

Published by Ian & Marilyn Mulroy  
at  
Village Farm  
194 Park Lane  
Preesall  
Poulton-le-Fylde  
FY6 0NW

**Tel: (01253) 813433**

Advertising - Email: [ian@focusmags.co.uk](mailto:ian@focusmags.co.uk)

Editorial - Email: [marilyn@focusmags.co.uk](mailto:marilyn@focusmags.co.uk)

Thank you for enquiring about advertising in **Focus Magazines**

Kindly read the enclosed pages and complete the advertising form which tells us which magazine you wish to feature in, if it is colour or mono, what size the advert is and which month or months it should run. This is to ensure that we interpret your requirements accurately.

It is presumed that you own or have permission to use any copyrighted material sent to us and that **Focus Magazines** have your permission to use the same in your advert. If you are sending us an advert from another publication, please obtain the originator's permission to do so.  
Clipart & 'Royalty Free' images are normally exempt from copyright.

If you need help with your advert or artwork then please contact us and we will help if we can -  
**but don't leave it to deadline day!**

We prefer not to carry clip coupons or vouchers within adverts that readers have to cut out of the magazine but if you wish to include one then please discuss this with us first.

When completed and signed, kindly return the order form page **only** with your remittance - keep the other pages for future reference. Credit accounts are available for regular advertisers.

This is an application for advertising space and **Focus Magazines** will not be held liable for any errors or omissions or failure to produce the advert in the requested publication.

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## Advertisement Confirmation

Please tick the boxes and send to **Focus Magazines** before deadline date

Size of Advert: **Full Page**  **Third**   
**Half Page Wide**  **Quarter**   
**Half Page Long**  **Sixth**

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Magazine: **Over Wyre Focus**  **Garstang Focus**  **Both**

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Type: **Black & White**  **Full Colour**

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Month(s): Jan  Feb  Mar  Apr  May  Jun   
Jul  Aug  Sep  Oct  Nov  Dec

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Artwork: **Supplied\* on DVD/CD**  **Sending E-mail Attachment**   
**We will supply hard copy for scanning**   
**Please create artwork from enclosed material**   
**Other instructions enclosed**

By signing below, I confirm that I have copyright ownership or use of any enclosed material

Note: Focus Magazines retain the copyright for ALL artwork originated by them

Cheque enclosed for £ \_\_\_\_\_ made payable to **Focus Magazines**

Name & Address:- \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode:- \_\_\_\_\_

Tel/Mobile No:- \_\_\_\_\_ Date:- \_\_\_\_\_

Signed:- \_\_\_\_\_ Email:- \_\_\_\_\_

## Rate Card - Focus Magazines

| Page Size    | Mono Rate | Mono Rate  | Colour Rate | Colour Rate |
|--------------|-----------|------------|-------------|-------------|
|              | GF or OWF | Both Books | GF or OWF   | Both Books  |
|              | Total     | Total      | Total       | Total       |
| Full Page    | £144.00   | £276.00    | £204.00     | £396.00     |
| Half Page    | £84.00    | £156.00    | £132.00     | £252.00     |
| Third Page   | £60.00    | £114.00    | £108.00     | £210.00     |
| Quarter Page | £48.00    | £90.00     | £72.00      | £138.00     |
| Sixth Page   | £33.60    | £67.20     | £48.00      | £96.00      |

**Note: Price are per issue (approx 5,000 copies) and include VAT at 20%**

| Advertisement Sizes |             |  |            |
|---------------------|-------------|--|------------|
|                     | Height (cm) |  | Width (cm) |
| Full Page           | 18          |  | 13         |
| Half Page (Wide)    | 9           |  | 13         |
| Half Page (Long)    | 18          |  | 6.5        |
| Third Page          | 12          |  | 6.5        |
| Quarter Page        | 9           |  | 6.5        |
| Sixth Page          | 6           |  | 6.5        |

We can accept advertisements on DVD, CD, Zip Disc, Floppy Disc or by E-mail.

We support most text/graphic file formats - including **Adobe Photoshop CS**, **Adobe InDesign CS**, **Microsoft Publisher**, and **Microsoft Word**.

*Note: Graphics embedded within MS-Word files are often low quality and whilst they appear alright on the screen they are of insufficient quality to print, so please send any embedded images separately correctly sized at 300dpi*

**Photographs should be good-quality .pdf, .tiff or .jpeg at not less than 300dpi**

Any artwork (which includes photography and layout design) created or amended by us for use in the *Focus Magazines* becomes copyright material and may not be used elsewhere or reproduced without our specific written permission (i.e. other magazines, newspapers, advertising, fliers, etc). Breaches or infringements of copyright may result in follow up action and costs.

**Don't hesitate to contact us if you need help with your advert**

# Over Wyre Focus and Garstang Focus

| Editorial & Advertising Deadlines - 2012 |   | Delivery Schedule - 2012   |                            |
|--|---|----------------------------|----------------------------|
| Month                                    | Advertising and Editorial Deadline                        | Delivery Start Dates       |                            |
|  | <b>Monday - 5:00pm</b><br>(subject to space availability) | Garstang Focus             | Over Wyre Focus            |
| January                                  | 19 <sup>th</sup> December 2011                            | 5 <sup>th</sup> January    | 6 <sup>th</sup> January    |
| February                                 | 16 <sup>th</sup> January 2012                             | 26 <sup>th</sup> January   | 27 <sup>th</sup> January   |
| March                                    | 20 <sup>th</sup> February 2012                            | 1 <sup>st</sup> March      | 2 <sup>nd</sup> March      |
| April                                    | 19 <sup>th</sup> March 2012                               | 29 <sup>th</sup> March     | 30 <sup>th</sup> March     |
| May                                      | 16 <sup>th</sup> April 2012                               | 26 <sup>th</sup> April     | 27 <sup>th</sup> April     |
| June                                     | 21 <sup>st</sup> May 2012                                 | 31 <sup>st</sup> May       | 1 <sup>st</sup> June       |
| July                                     | 18 <sup>th</sup> June 2012                                | 28 <sup>th</sup> June      | 29 <sup>th</sup> June      |
| August                                   | 16 <sup>th</sup> July 2012                                | 26 <sup>th</sup> July      | 27 <sup>th</sup> July      |
| September                                | 20 <sup>th</sup> August 2012                              | 30 <sup>th</sup> August    | 31 <sup>st</sup> August    |
| October                                  | 17 <sup>th</sup> September 2012                           | 27 <sup>th</sup> September | 28 <sup>th</sup> September |
| November                                 | 22 <sup>nd</sup> October 2012                             | 1 <sup>st</sup> November   | 2 <sup>nd</sup> November   |
| December                                 | 19 <sup>th</sup> November 2012                            | 29 <sup>th</sup> November  | 30 <sup>th</sup> November  |